

Beat the Peak

2005 Campaign Overview

For the past 28 years, Pete the Beak, Tucson Water's Conservation Duck mascot returns to the Old Pueblo during summer time. Most Tucsonans know that Pete's appearance signals the beginning of the annual Beat the Peak campaign.

The primary goal of the Beat the Peak campaign is to catch the attention of Tucsonans, provide some simple and memorable water conservation tips, and to serve as a reminder that each of us has a responsibility to use water wisely. To ensure that the campaign draws wide community interest, Pete appears in a new persona each year.

The theme of this year's Beat the Peak campaign is "A Not So Extreme Makeover!" Pete the Beak and his conservation crew chiefs, along with host Phil D'Aukwafer, are redoing the Leahey family's home by using a few simple and inexpensive makeovers. By checking their home and repairing leaks and drips, Pete and his crew save the Leaheys from high water wasting bills during the episode of "A Not So Extreme Makeover: Beat the Peak edition."

Daily water demand doubles during the summer months. Most than 60% of the water used during this season is used outdoors. Residential, commercial, and industrial customers are encouraged to do all they can to make conservation a habit. If every Tucson Water customer made a change which produced one gallon in savings each day, the total effort would result in an annual reduction of more than 235 million gallons. Most of us are able to make that one gallon savings choice. Commercial and multifamily customer, whose outdoor water use is higher, have even more of an opportunity to reduce their water use by making sure they properly maintain their irrigation system and use efficient water management strategies.

However, it is the Beat the Peak program that continues to catch the attention of Tucsonans, and children in particular. Promotional activities include an annual press conference, television advertisements, a water bill insert, a Children's Activity Book for use in classrooms and after-school programs, and distribution of assorted conservation-themed mementos at a number of special community events throughout the year.

Tucson Water continues to offer all of our customers the information and assistance they need to be water wise. The Zanjero Program is free to our residential and commercial customers. To schedule a water audit, call 791-3242.

Watch for the water-saving strategies advertised through monthly Water bill inserts, public service announcement, or visit Tucson Water's website (www.cityoftucson.org/water).